Americanisation in the first quarter of the twentieth century. The resulting effort to “Americanize” immigrant newcomers was part of the Progressive movement’s broader efforts to construct a modern and cohesive social order, and also part of a new purifying national effort to cultivate patriotism among all Americans. As World War I approached, the priorities of immigrant adjustment would yield to the priority of coercively assuring loyalty through insistence on naturalization, quick acquisition and sole use of English, and adherence to “American” cultural norms. Well b This notion of “Americanization as Self-Americanization” is also the focus and title of Winfried Fluck’s essay and recent scholarship. As he argues provocatively with an eye not just to Germany but also to much of the rest of the world: “In the final analysis, we are not being Americanized. We Americanize ourselves!” (223). Part of the irresistible appeal of American popular culture, as he emphasizes, comes from the unique development of popular culture in the United States: it evolved in a multi-ethnic and multi-racial setting; it frequently emphasized emotional and v of Europeans than the actual influence of the USA in Europe. One can classify various “waves of Americanisation” by looking at these discourses.17 Following the “prelude” at the end of the 19th century, “the first wave of Americanization” came in the 1920s. In this period, Americanisation can be primarily understood as rationalisation. McGlade, Jacqueline: Americanization: Ideology or Process: The Case of the United States Technical Assistance and Productivity Program, in: Jonathan Zeitlin et al. (eds.): Americanization and Its Limits: Reworking US Technology and Management in Postwar Europe and Japan, New York, NY 2000, pp. 53–75.